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OCT 8 1974

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Pic #1...East Side Elementary School  
Haines City, Florida

J. Clyde Parlier, Architect, Lake Wales, Florida

Pic #2...Stanley Switlik Elementary School  
Marathon, Florida

Architects: McCoy-Severud-Knight-Boerema  
Miami and Key West, Florida

Glenn Allen Buff, A.I.A., Partner in charge of design.

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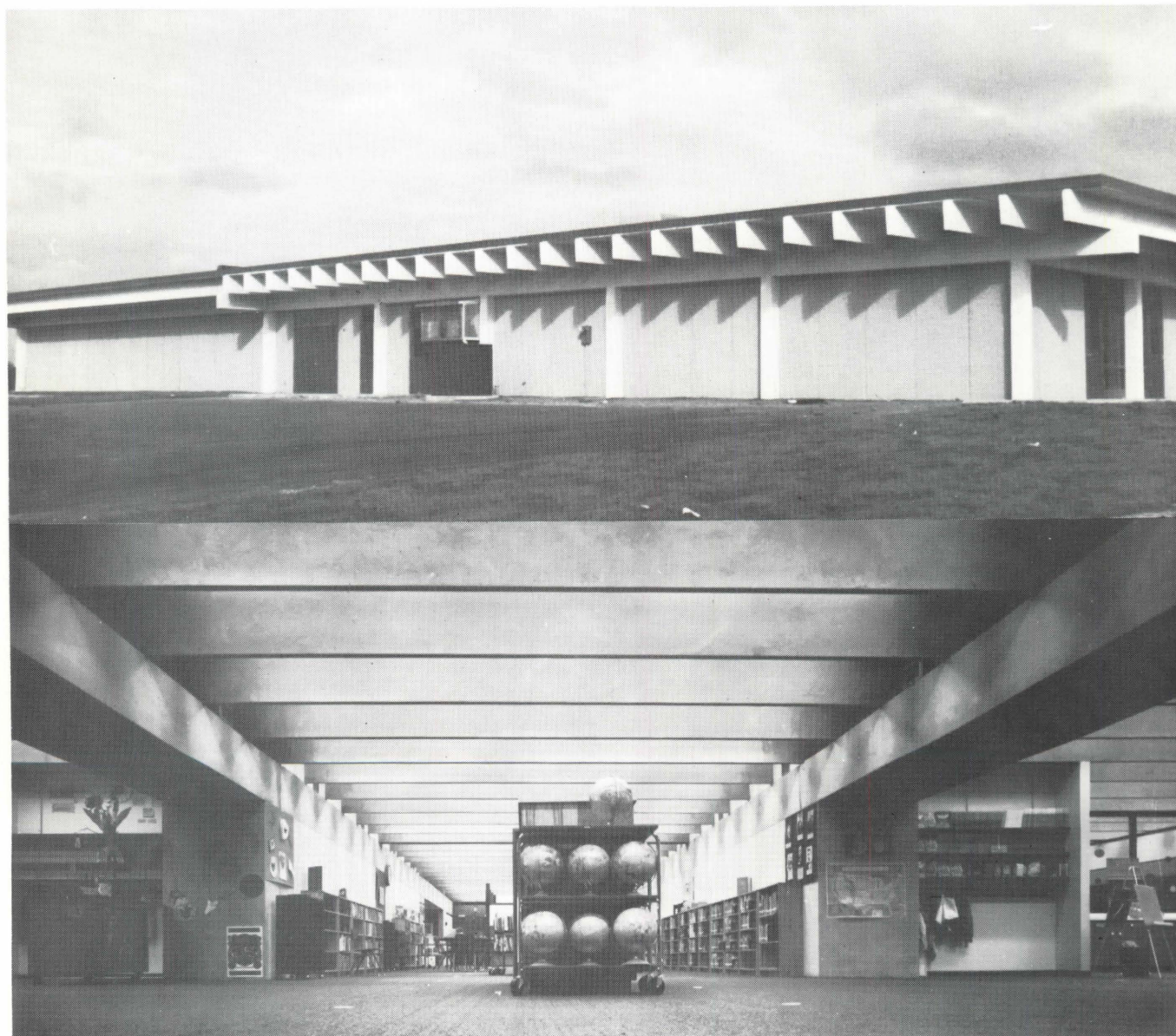
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# The Florida Architect

Volume 24 Number 5 September/October 1974

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OCT 8 1974

MIAMI-DADE COMMUNITY COLLEGE  
MIAMI, FLORIDA

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Who Needs An Architect?

William R. Brockway, AIA

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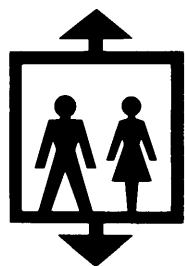
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## In Memoriam

J. A. "Jack" Wohlberg was lost at sea on August 28 in a boating accident off the coast of the Dominican Republic. He was a resident of Tampa for 20 years, and executive vice president of Watson and Company Architects and Engineers. After serving as a U.S. Navy pilot during World War II and during the Korean War, he attended the University of Florida's College of Architecture, graduating in 1955 with honors. In 1966 he was cited by the Florida Central Chapter of the American Institute of Architects as the outstanding member of his profession. He was active in professional and civic organizations as well as youth activities in the Tampa area. He is survived by his wife, Lillian Newell Wohlberg, his son, John Newell Wohlberg and his daughter, Elizabeth Ann Wohlberg.

## Advertisers

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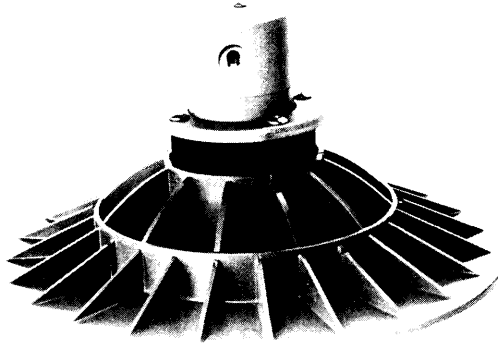
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Western Waterproofing Co., Inc.

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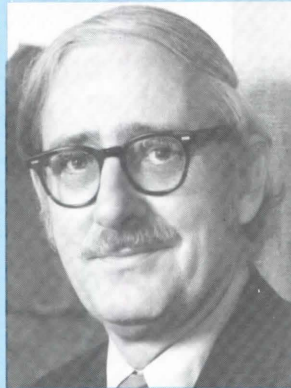
# 60th Annual FAAIA Convention Speakers

## WILLIAM MARSHALL JR., FAIA

At the May, 1973 AIA convention, William Marshall Jr., was elected first-vice president and president-elect of the Institute. He will succeed to the presidency in December, 1974.

His previous service included membership on numerous AIA committees including Federal Agencies Committees, Government Affairs Steering Committee, and presently, the Planning Committee. This has been coupled with service as Institute Vice President (April-Dec., 1971); AIA representation on the Committee on Federal Procurement of Architectural/Engineering Services (COFPAES), and service, in 1967, as cash auditor to AIA's national convention.

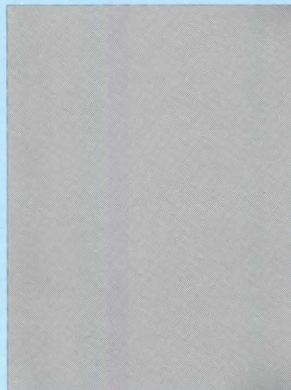
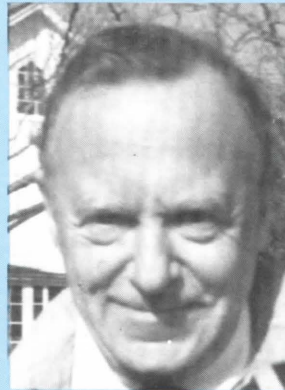
He and his wife, Joan Goodyear Ellington Marshall, have five children. They reside at 1524 Blanford Circle, Norfolk, Va. 23505.



## PETER BLAKE, AIA

Peter Blake is the Editor-in-Chief of Architecture Plus. He has had extensive professional experience including; Apprentice to Serge Chermayeff, FRIBA, Architect, London, 1938-39, Practicing architect, in partnership with James Baker, 1964-1972, President of the Architectural League of New York, 1971-1972, and Editor of Architectural Forum, 1964-1972.

He has had many writings published and books including; "The Master Builders — Le Corbusier, Mies van der Rohe, Frank Lloyd Wright," Alfred Knopf (New York) and Victor Gollancz (London) — published in the summer of 1960. (Translations published in Germany, Italy, Argentina, Holland and Japan), and "Architecture for the New World. The Work of Harry Seidler," Horwitz Australia Ltd., Cammeray, Australia 1973.

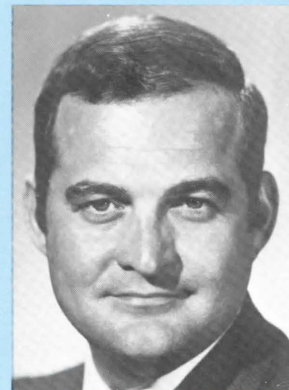


## CARLOS ENRIQUE VALLHONRAT

Carlos Enrique Vallhonrat was associated with the late, Louis I. Kahn. He worked with Kahn for eight to nine years.

Vallhonrat has been a professor of Architecture at Princeton and now teaches at Maryland.

Vallhonrat is in charge of the Louis I. Kahn Memorial Foundation.

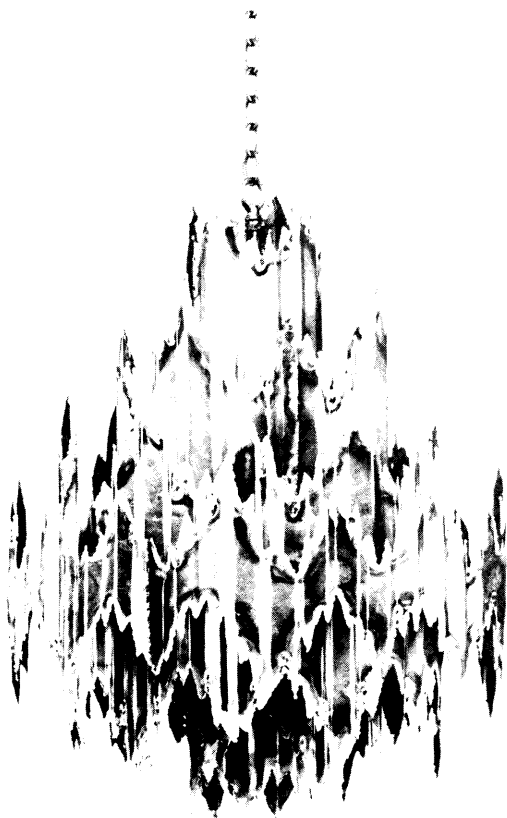


## MICHAEL F. VANCE

Michael F. Vance is president of Michael F. Vance, Inc., a company specializing in idea and people development — from Head Room to a Rain Parade, a foreman to a company president.

Vance started Future Executives for young men and women beginning their careers. He produced and hosted the television show "Men at the Top." He has worked for numerous U.S. companies including heading up organizational development activities at Walt Disney Productions for seven years.

He is married to the former Kay Hughes and has a daughter, Vanessa, and a son, Mark. Along with her roles as wife and mother, Kay is a full partner in her husband's many-faceted career.



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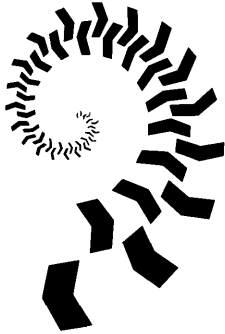


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## CONVENTION PROGRAM

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### THURSDAY, OCTOBER 17

10:00 a.m. — 6:00 p.m.	Registration (Convention Center)
10:00 a.m. — 3:30 p.m.	Accreditation of Delegates (Convention Center)
2:15 p.m. — 3:30 p.m.	FAAIA Board of Directors Meeting (Ballroom)
3:45 p.m. — 5:30 p.m.	FAAIA Business Session (Ballroom)
6:30 p.m. —	Official Opening of Building Product Exhibits (Convention Center)
6:30 p.m. — 8:30 p.m.	Salute to Exhibitors — Festive Cocktail Party (Convention Center)
Evening	On your Own Hospitality Suites will be Open

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### FRIDAY, OCTOBER 18

8:30 a.m. — 5:00 p.m.	Registration (Convention Center)
8:30 a.m. — 10:00 a.m.	Complimentary Bloody Mary/Coffee & Danish — Visit Building Product Exhibits (Convention Center)
8:30 a.m. — 3:00 p.m.	Balloting for FAAIA Officers
10:00 a.m. — 12:00 noon	Tribute to Louis I. Kahn Carlos Enrique Vallhonrat (Ballroom) (a narration with slides & film)
12:00 noon — 1:00 p.m.	Free Beer/Cash bar/Visit Building Products Exhibits (Convention Center)
1:00 p.m. — 3:00 p.m.	<b>ARCHITECTURAL AWARDS LUNCHEON (Ballroom)</b>
4:00 p.m. —	Keynote Speaker — Peter Blake (Ballroom)
6:30 p.m. — 8:30 p.m.	Light Buffet & Cocktail Party with Exhibitors (Convention Center)
Evening	Hospitality Suites

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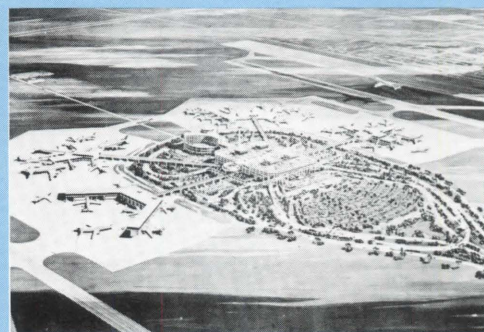
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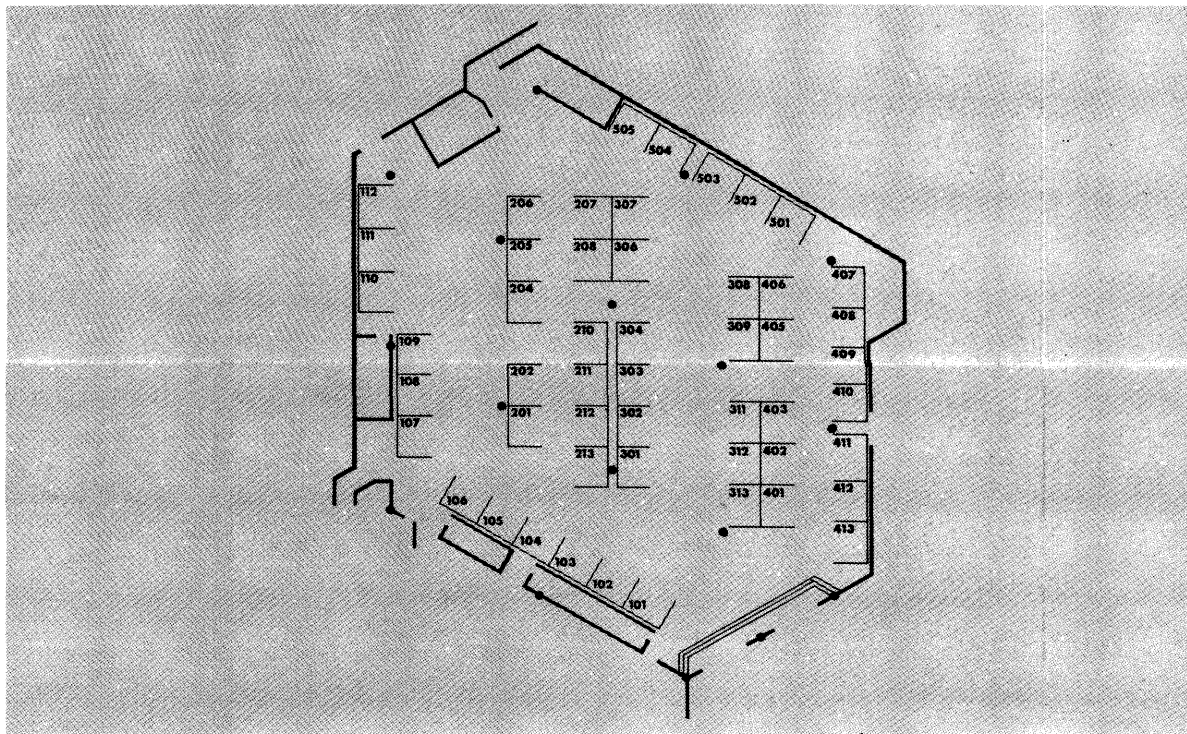
## SATURDAY, OCTOBER 19

8:00 a.m. — 9:30 a.m.	Complimentary Bloody Mary/Coffee & Danish — Visit Building Product Exhibits (Convention Center)
8:00 a.m. —	Breakfast for Fellows of the AIA and Past Presidents (Card Room)
8:30 a.m. — 12:00 noon	Registration (Convention Center)
10:00 a.m. — 1:00 p.m.	<b>"CREATIVITY IN ARCHITECTURE"</b> (Ballroom) (Walt Disney's view of Atlantis) Speaker: Mike Vance
1:00 p.m. — 3:00 p.m.	Complimentary Exhibitors Buffet Luncheon/Free Beer Visit Building Product Exhibits (Convention Center)
3:15 p.m. — 4:15 p.m.	<b>"FLORIDA'S COMPETITIVE NEGOTIATION ACT"</b> (Ballroom) (Al Bass, Wayne Betts and Al Scaringe of the Dept. of General Services will review how this one year old legislation is working and will answer questions. The essence of this rap session is how to improve the CNA)
4:15 p.m. — 5:30 p.m.	<b>"THE ECONOMICS OF ARCHITECTURE IN FLORIDA"</b> (Ballroom) (a brief insight of the economic study conducted by Case & Company, Management Consultants)
7:30 p.m. —	<b>ANNUAL BANQUET</b> (Ballroom) Speaker: William Marshall, FAIA President-Elect, AIA

## SUNDAY, OCTOBER 20

11:00 a.m.	FAAIA Business Session (Ballroom) Board of Directors Meeting Official Adjournment of 60th Annual Convention
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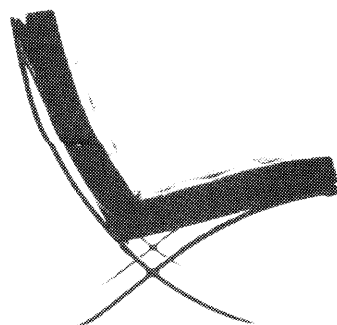
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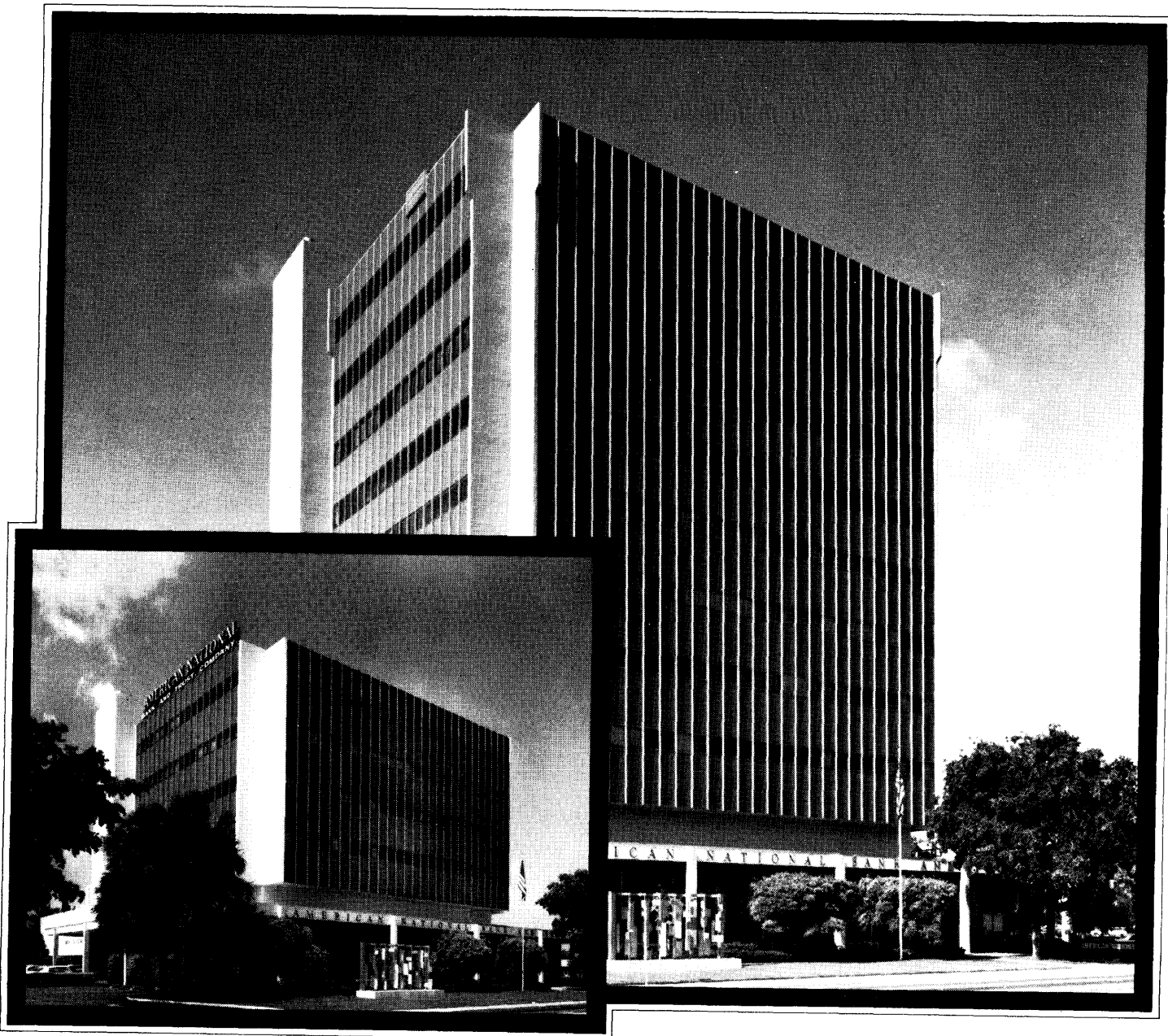


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# AWARDS

**HONOR** Private Residence, Boca Raton  
Donald Singer, AIA, Architect

**MERIT** St. Mary's Episcopal Church Renovation, Jacksonville  
Friedman/Clements/Rumpel Architects

Sawgrass Golf Villas, Jacksonville  
Friedman/Clements/Rumpel Architects

Sawgrass Racquet Club, Jacksonville  
Robert C. Broward, AIA, Architect

**MENTION** Medical Plaza, Plantation  
Donald Singer, AIA, Architect

Miami Dade Community College/Downtown Campus/Miami  
Ferendino/Grafton/Spillis/Candela Architects

Katz Residence, Ponte Vedra Beach  
Ted Pappas, AIA, Architect

# Honor Award

Private Residence, Palm Beach County  
Donald Singer, AIA, Architect

A deftly executed design that never lets you down. From concept to final detail, this small residence was executed with obvious control and restraint.

For all its evident diminutive nature and the realization that there is some aspects of plan and space and surfaces that appear to be pretty austere, this house stood against very careful scrutiny. It is a very straight from-the-ground structure built on a straight from the intellect floor plan. This might be construed to be adverse comment, but the opposite is intended. A lot of comment on this fine house is not needed as it is fully understandable and we feel most carefully detailed and crafted.





# Merit Award

## St. Mary's Episcopal Church Renovation, Jacksonville Freedman/Clements/Rumpel Architects

There was some impression that this remarkable accomplishment in recycling of a simple and not particularly distinguished old building was almost exotic. Much more study and discussion revealed an extraordinary creative and whole work of art. All jurors began to realize they were seeing the design of all the elements in terms of the way the congregation and the minister felt about what happened there. The stichery vestments and altar clothes are high art in every sense and the courage and understanding of the client that neon can be as beautiful as marble or gold or silk is absolutely unique in our experience.

A most competent solution indicating strength in statement and execution. A refreshing and courageous approach to a renovation project.



# Merit Award

Sawgrass Golf Villas, Jacksonville  
Freedman/Clements/Rumpel Architects

A jury worries about its judgements when it looked at a dozen condominium projects and becomes more critical as their sameness as feeble variation is revealed. They remember that such projects in Florida remind them of hundreds of others in California, Texas, Dayton, Tulsa, etc., etc.

This project seems to have cast off a lot of the tiresome pattern and perfunctory planning and from floor plans to site plan to the refreshingly simple way the screen porches fit into the roof slopes was a big plus.

It is hoped — (and prayed for) — that from this very adequate solution will come more positive thinking about this troublesome design problem. We hope Florida can find something in this field that has more indigenous character.





# Merit Award

Sawgrass Racquet Club, Jacksonville  
Robert C. Broward, Architect

The plan of this simple building quietly reveals a high level of sensitive space allocation. The very simplicity of it seemed a major accomplishment and one readily sees that any juggling of the enclosed spaces (Pro-shop-vending machines-toilets and storage) would disrupt the seemingly perfect solution. The client is to be complimented for allowing the architect to do the structure on this plan with the same simplicity, order, and complete respect and understanding of the material — just wood. There was some regret among jurors that the roof spout and lighting fixtures were so ingenious — approaching something contrived.



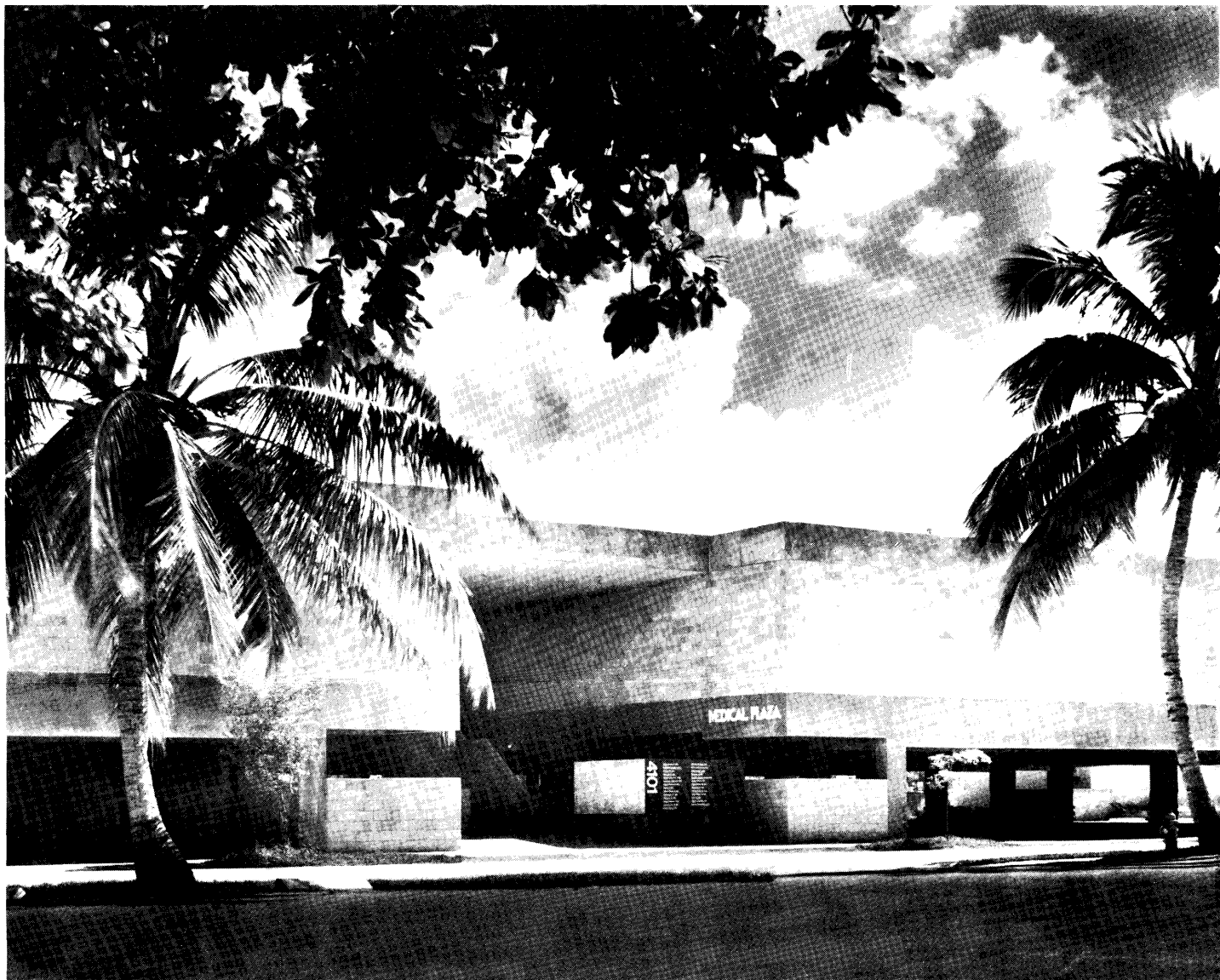
## Honorable Mention

**"Medical Plaza" Office Building, Plantation**  
Donald Singer, AIA, Architect

This building, from the very essential nature of its plan, the easily understood and logical structural system, the strong and uncluttered exterior, was immediately recognized as fully honest and pretty brave.

The color and solid form of the exterior does not create a particularly inviting atmosphere, but once inside, the use of color, open space, and natural light adds surprising sparkle.

It takes a sensible client and an architect who is willing to be modest and unsensational to accomplish this clearly solid answer to the current regrettable tendency to "shine" at all costs — to tamper with structure — to be whimsical where seriousness is the correct answer.



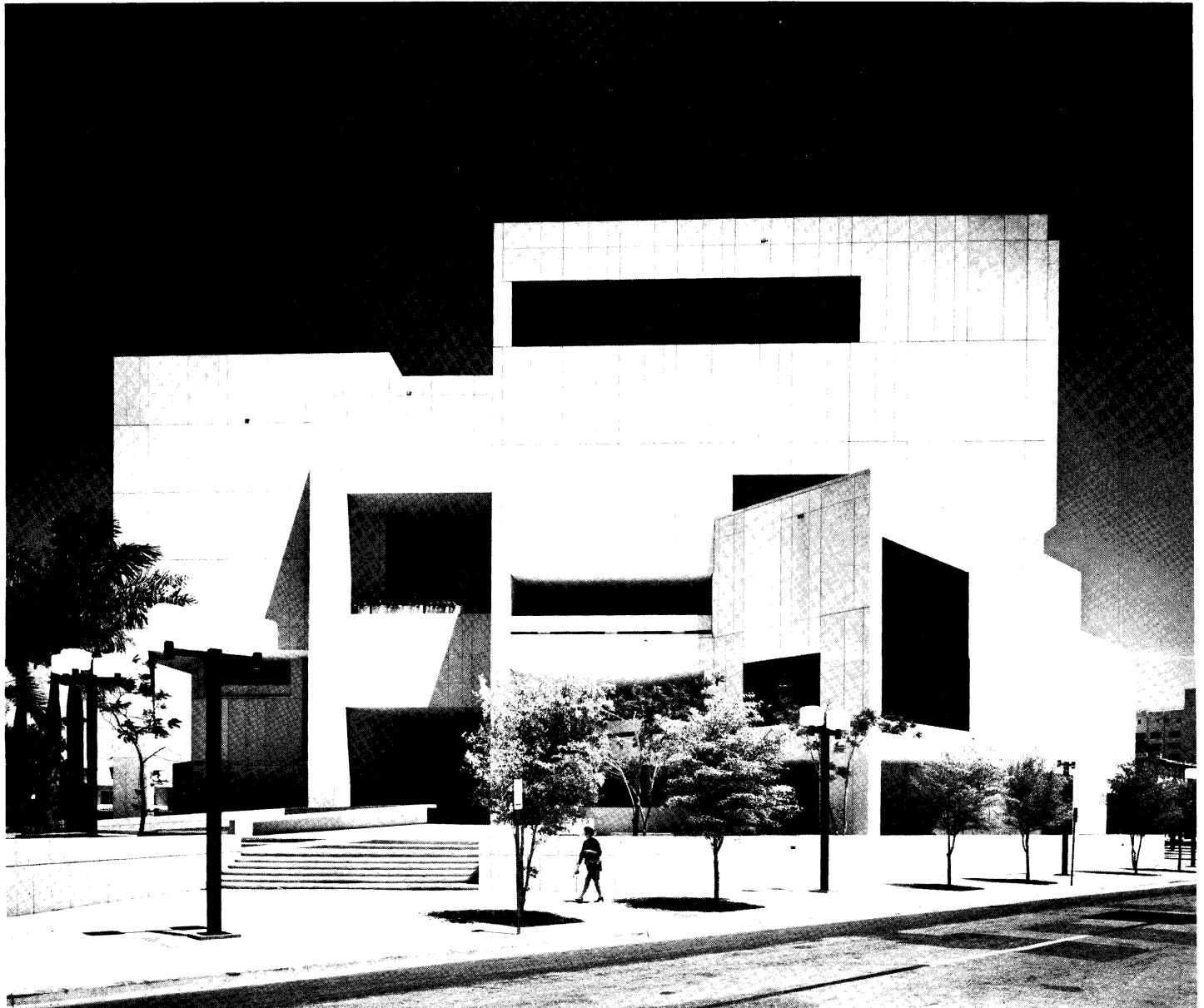
# Honorable Mention

Miami-Dade Community College, Downtown Campus, Miami  
Berendino/Grafton/Spillis/Candela Architects

The jury must assume that siting of this important building in the center of activity was a difficult political accomplishment. They also feel it is quite evident in the siting and ground plan that it is an extension of the streets and walks and therefore, successfully fits the "Community College" connotation. It is a pretty formidable stack of concrete but it does not exclude or forbid the passage of any pedestrian.

The raising of the building on a low platform and the attendant excellent low pitch flights of stairs and good subtle break in a flat street and land situation. There is sufficient space in the green areas to set the building apart and sizable trees might be a good compliment and relief from the cold big angles and heavy projecting upper masses.

This is a most important building to the urban area of the city and the idea of the "see through" and "walk through" approach to the design is most commendable. The jurors appreciated the architect's desire to create an urban park but felt the design solution somewhat overwhelmed the individual with its monumental and architecturally forced shapes. The making of a central opening meeting space within the building is a grand gesture to the program and the obvious focal point of the site. The jurors expressed regret that a pair of escalators became the focus of this space.





# Honorable Mention

Katz Residence, Ponte Vedra Beach  
Ted Pappas, AIA, Architect

First look at this home produced several pointed objections. All jurors felt the "flying lumber" space modulator beams over the upper deck was just an unnecessary worn cliché. Then there was apparent violent disparity between the simple and well articulated floor plans and the surprising broken up roofs and interminable shedding. These are the only negatives. The house is so essentially wood and the way it is used is so honest that one is not surprised at the good judgement in all details and furnishings. It is quite clear that the house was carefully designed *for* the client and his special needs and wishes. Very little architects concert in this one.



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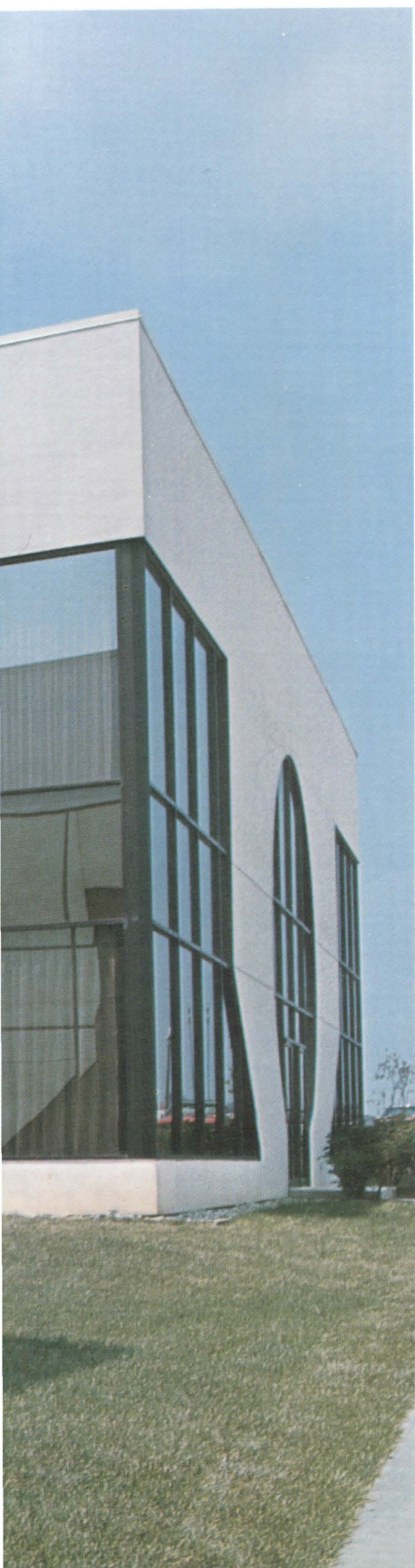
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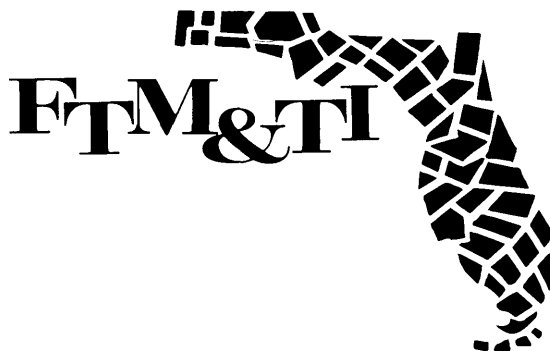
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# Who Needs An Architect



By William R. Brockway  
AIA Architect

Should everybody live in a house that has been individually designed by an architect?

Curiously enough, the answer to this question, given in a recent press release by the prestigious American Institute of Architects, is something less than a resounding "yes." It was more like a carefully qualified "no."

The reasons are simple. For one thing, there simply are not enough architects around to give every American family a uniquely designed home. For another, the housing needs of many families can be adequately (if not too imaginatively) met in other ways.

The AIA points out that an architect will not necessarily be able to give you a bigger house with more space for less money. Frequently, you can satisfy these "mechanical" living requirements more economically by buying an older house or one of the mass produced builder houses, if, and this is a very important if, you are willing to put up with the shortcomings that may exist in either of these alternatives.

## Something Extra

If, however, you want something extra in a home — an expression of yourself, a home that is individually designed to fit in one special place, or a home that will fit your family's particular style of living and provide a setting of continuing enjoyment — then, an architect is your answer.

Why should you pay a design professional a sometimes substantial fee to provide a service that is "included in" the ready built house package. The truth is, you pay for design services whether you buy a mass produced house or design your own. The cost is less in the mass produced house, because it is spread over 10, or 20, or maybe 500 houses just like your own. The flaw in this procedure is twofold. First, you buy a house (and remember that this is, for most people, a lifetime agreement) that is designed exactly like 10 or 20 or maybe 500 others. Hopefully, not on the same block. The second problem is that not one of these houses will fit the individual requirements of the owners. They have been designed first, to sell, and second, to suit a mythical "average" family. Unfortunately, there is no such thing. If, after careful consideration, you feel that you would really be just as happy in this sort of house, then, by all means, omit the architect from your plans.

Assuming, however, that you really want a home designed specifically for you, what can you expect the architect to do?

## Five Services

There are five distinct services that the architect provides his clients in the design and building of any structure:

1. Schematic design — The architect, after many interviews and much snooping into the family's way of living, space requirements and likes and dislikes in a house, will prepare rough design sketches for the owner's approval. These are designed to show what the house will look like, how it will work and what it can do. The schematics are reviewed and revised by the architect and owner until all concerned are satisfied with the design.

2. Design development — From the schematics, the architect will prepare definitive design drawings, outline specifications and preliminary cost estimates. The drawings will show actual room sizes and spatial relationships; the specifications will describe the materials to be used; and the estimates will give a fairly accurate idea of what you may expect to pay for the house, IF built as shown and described. At this point, the house is designed. The size, shape, color, smell and look of the house have been agreed upon. But, in order to translate your paper dream into brick and glass and wood reality, it is necessary to prepare yet another set of documents.

3. Working drawings and specifications — These are the documents the contractor must follow if the house you and your architect have labored over so lovingly and long is to look anything like you have envisioned. They tell him how big and how small, where and of what materials everything in the house shall be built. Working drawings and specifications have been likened to a musical score which the musician (read contractor) must follow to produce the melody the composer (read architect) had in mind. Without them, you have no guarantees that the work invested in the design stages won't be wasted.

4. Bidding or negotiation — The architect assists the owner, sometimes through competitive bidding, less often through direct negotiations, to obtain the best price possible for the construction of his house, exactly, as designed.

## Construction

5. Construction — During the construction of the house the architect serves as the owner's representative in dealing with the contractor. He will make periodic visits to the site to check on the progress of construction and whether the house is being built as designed. He reports his findings to the owner periodically and handles the paperwork involved in changes to the contract and approves, for the owner, the contractor's periodic requests for payment. At the end of construction, the architect will make a detailed final inspection of the project and recommend its acceptance.

These are things an architect will do for you. They all add up to one thing — an individually designed home for you only, uniquely suited to your family, your way of living, your likes and dislikes. Don't expect your architect to compete with the mass builders on a square foot basis, but do expect him to regard your need for a home as an individual, unique design problem, and to come up with a solution that will be yours alone. ■



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